

# WORKSHOP SERIES 2011



## Engaging on *your* sustainability journey

### Workshop components



- Presenter
- Presentation
- Workbooks
- Post workshop questionnaire and feedback form



**Workshop Length:** 4 hours including morning / afternoon tea

**Venue Requirements:** Ability to connect to a large screen. Possibility of internet connection or WIFI would be excellent.



**Workshop Investment:** Please contact us to discuss your specific need and we will provide a quote.

The **Business Shaping Workshop Series** aims to help small and medium businesses embed green and sustainable practices to increase revenue, reduce costs, enhance reputation and achieve competitive advantage in their market.

Although many companies have commenced implementing sustainability initiatives, many have not closed the loop by not effectively engaging with their customers and stakeholders. Customer and stakeholder engagement is key in reaping the rewards of implementing sustainable business practices and in ensuring that sustainability continues to remain a key strategic driver for a business.

The **Engaging on your sustainability journey workshop** is designed to provide businesses with insights and procedures for leveraging their sustainability activities amongst their key stakeholders and target market, to increase sales and reputation.

### Content:

This workshop will cover:

- National and international trends in sustainability and communication
- Opportunities gained through engagement for performance improvement, innovation and growth
- The importance of knowing your sustainability journey
- Accreditation and labelling programs - what is it all about
- Social media, how it has impacted the new "green" and sustainable market
- What is involved in creating, executing and maintaining integrated engagement strategies

### Learning Outcomes:

From attending this workshop you will learn the following applications:

- What stakeholders and consumers are looking for
- Knowledge and tools on how to easily develop and implement an engagement plan
- Understanding the most suitable mediums for engaging on sustainability
- Create action plans for developing and implementing engagement strategies
- Develop understanding and knowledge on the pitfalls to avoid
- How to develop and maintain dialogue with your stakeholders and customers

### Audience:

CEO's , Managing Directors, Business Managers, General Managers, Marketing Managers and Executives of small to medium sized businesses or anyone interested in discovering how to gain advantages in the new sustainable economy and answer to market demand for sustainable products and services.

### Workshop Facilitator



**Nadya Krienke-Becker**

Nadya is a Partner of the Shaper Group and offers 25 years of strategic marketing, brand and communication expertise within Australia, UK and Europe.

In previous executive and senior management roles Nadya developed marketing, branding (corporate and product) and communication strategies with leading companies such as Origin Energy, AGL, Kraft, Guinness Brewing, Mars, Heinz and Electrolux.

Nadya's expertise lies in increasing the revenue and reputation of companies by assisting in uncovering their sustainability and by embedding sustainability into their positioning, brand, marketing, communications and through developing integrated engagement strategies.

### Are you interested?

Contact Lauren Kehoe on: **p:** +61 (03) 9686 7772 **e:** [lk@shapergroup.com](mailto:lk@shapergroup.com) **w:** [www.shapergroup.com](http://www.shapergroup.com)

The Shaper Group seeks to inspire global change in business thinking and practice for a sustainable future. We are a group of companies that works with businesses, government and not-for-profit organisations who want to improve their competitive advantage and reputation by embracing sustainable business practices. As the only Australian company to be invited by the World Economic Forum to assist in developing strategies to create a sustainability future for the international business community, the Shaper Group is linked into the latest sustainability thinking from around the globe. With our extensive knowledge and expertise in sustainability, climate change, carbon, CSR, industrial symbiosis, sustainable branding, communications and events our focus is to make the complex simple for you. [www.brandshaper.com.au/workshops](http://www.brandshaper.com.au/workshops)